

Rep Order# 7880876 Ver# 7 Mod# 2 Status Confirmed Traffic Order# 23692 Printed: 09/05/2012 12:50 PM 1 of 4
EC'd Yes Last Received: 08/30/2012 8:32 AM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2597
Buyer TRACEY ROBINSON
Phone#
Fax#
Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
815 SLATERS LANE Sales Office () WASHINGTON
ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
Agency C/P1/P2/E 155/426/2597
Flight Dates 09/07/2012 - 09/13/2012 Salesperson Phone# 202-872-1155
Hiatus Weeks Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	09/07-09/07	1	\$200.00	1
Rating:	2.8							
2	M,W-TH	KSL 5 NW TDY 2	6A-7A	:30	09/10-09/13	4	\$200.00	4
Rating:	2.8							
5	F	TODAY SHW	7A-8A	:30	09/07-09/07	1	\$450.00	1
Rating:	2.8							
7	M,W-TH	TODAY SHW	7A-8A	:30	09/10-09/13	4	\$450.00	4
Rating:	2.8							
11	SU	MEET PRESS-SUN	8A-9A	:30	09/09-09/09	1	\$150.00	1
Rating:	1.2							
12	F	KSL 5 NWS AT 5	5P-530P	:30	09/07-09/07	1	\$400.00	1
Rating:	2.8							
13	M,W-TH	KSL 5 NWS AT 5	5P-530P	:30	09/10-09/13	3	\$400.00	3
Rating:	2.8							
17	F	KSL 5 NWS AT 6	6P-630P	:30	09/07-09/07	1	\$500.00	1
Rating:	3.8							

Buyline Comment: 1/DAY

Buyline Comment: 1/DAY, 2/DAY W

Buyline Comment: 1/DAY, 2/DAY TH

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
34	M, W-TH	KSL 5 NWS-10	10P-1035P	:30	09/10-09/13	3	\$1,800.00	3
Rating: 7.3								
Buyline Comment: 1/DAY								
39	M, W	TONITE SHW-NBC	1035P-1137P	:30	09/10-09/12	2	\$550.00	2
Rating: 3.4								
41	SU	SPORTS BEAT SU	1035P-1103P	:30	09/09-09/09	1	\$475.00	1
Rating: 4.4								
42	F	TONITE SHW-NBC	1035P-1137P	:30	09/07-09/07	1	\$550.00	1
Rating: 3.4								
43	F	NEWS	9A-10A	:30	09/07-09/07	2	\$225.00	2
Rating: 4.4								
44	SU	NEWS	10P-11P	:30	09/09-09/09	1	\$1,800.00	1
Rating: 4.4								
45	SU	NEWS/NFL EDITION	430P-5P	:30	09/09-09/09	1	\$150.00	1
Rating: 4.4								
46	SA	GRIMM	7P-8P	:30	09/08-09/08	1	\$350.00	1
Rating: 4.4								
47	SA	LO SVU	9P-10P	:30	09/08-09/08	1	\$350.00	1
Rating: 4.4								

---REPORT TOTALS---

Report Totals: 43 / \$28,175.00

---SALES MONTHLY TOTALS---

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Sep 12: 43 / \$28,175.00
 Sales Totals: 43 / \$28,175.00
 Station Totals: 43 / \$28,175.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$93,917	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null
 Demos RA35+